

Why Minneapolis?



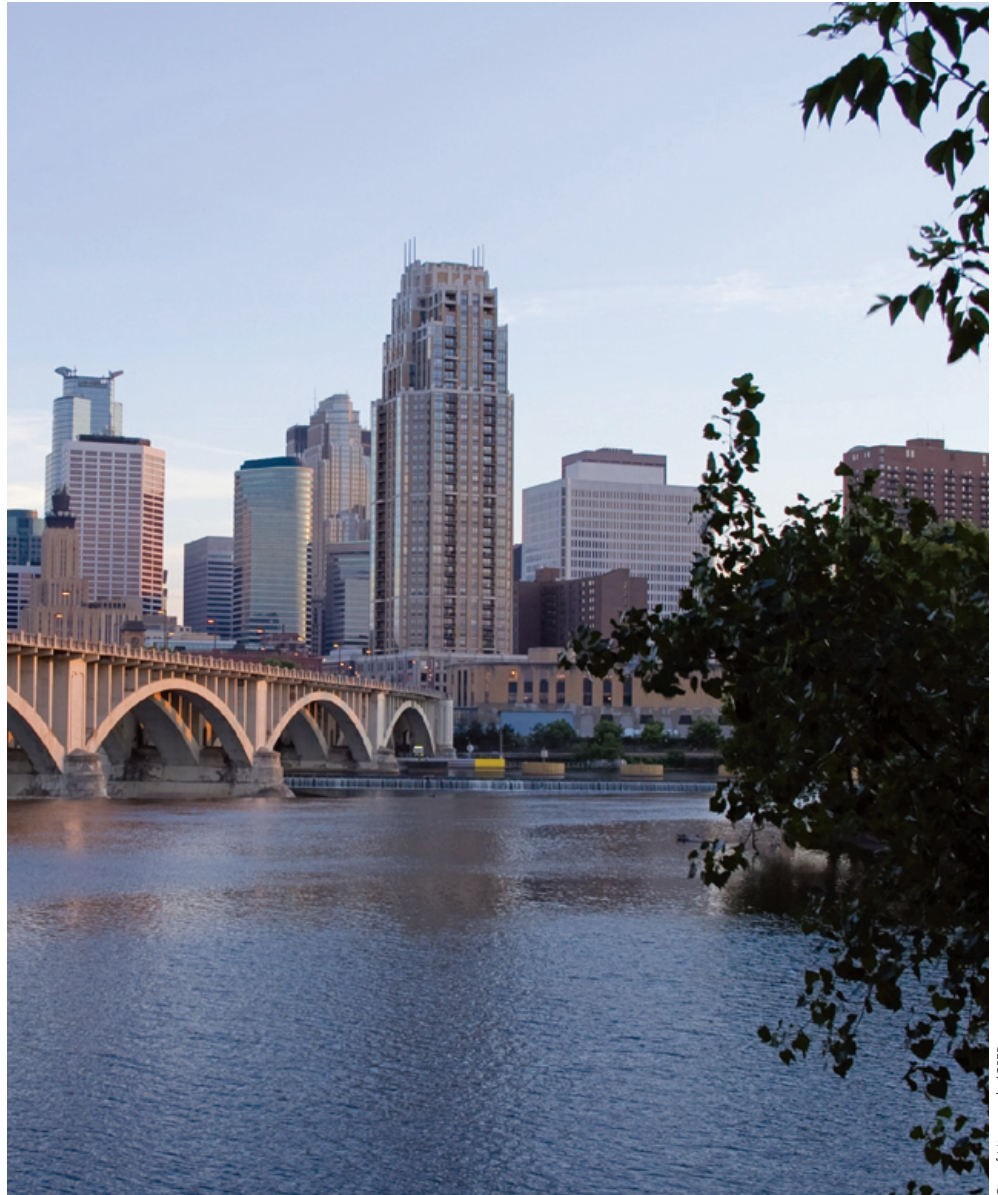
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City of Minneapolis/CPED



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*A dozen reasons
to choose
the Minneapolis metro*



City of Minneapolis
Department of Community Planning
& Economic Development—CPED



STRONG, DIVERSIFIED BUSINESS COMMUNITY

Minneapolis has one of the most robust business climates in the country. The city's diverse economic base is built on companies—large and small, young and established, traditional and cutting edge—in areas of finance, merchandising, healthcare, education, professional services, manufacturing, and distribution services.

FAST FACT: 19 Fortune 500 companies and many up-and-coming companies on the Russell 2000 Index are located in the metro, more small businesses per capita than just about any other city.

EDUCATED AND EXPERIENCED WORKFORCE

The Minneapolis metro, population 2.8 million with a labor force of 1.6 million, is nationally recognized for its highly educated and experienced workforce. Minneapolis tops the lists of “smartest people” and “America’s most literate cities.” In addition to the University of Minnesota, Minneapolis has 13 colleges and universities, which businesses can draw their workforce from and send employees to for continued education.

FAST FACT: The Minneapolis metro area is the fourth most educated among the largest metros in the nation.

INNOVATIVE BUSINESSES

Minneapolis is a place where entrepreneurs can thrive. The metro is the birthplace of a roster of products and businesses from Wheaties® to the Geek Squad and has the country’s strongest cluster of medical device firms.

FAST FACT: Minnesota taxes on businesses are the 15th lowest in the nation, according to a study by Ernst & Young and the Council on State Taxation. More than 70 companies are launched in Minneapolis weekly.

BUSINESS EXPERTISE AT YOUR DOOR

The city has the business resources your firm needs to succeed. From patent attorneys to edgy designers and exporting pros, it’s all here. Minneapolis has the critical mass and breadth of specialties operating worldwide to provide top-quality business support.

FAST FACT: The Minnesota Intellectual Property Law Association has over 500 attorneys practicing in patent, trademark, and trade secret law.

CONNECTIONS TO THE WORLD

Stay connected to customers and business partners. Airlines serve domestic and international markets from the Minneapolis-Saint Paul International Airport. Cutting-edge, wireless technology allows for reliable broadband access city-wide.

FAST FACT: A wireless network covers all 59 square miles of Minneapolis, one of the first cities in the nation to provide access to residents, businesses, and visitors anywhere in the city. Ookla ranked the metro second in the U.S. for its fast broadband speed.



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“...Minneapolis-St. Paul. Cold weather, yes. Dismal employment landscape, no. While employees everywhere are anxious about their jobs, they have less to worry about in cities with clusters of businesses in high-paying or growth industries, and there just so happens to be a relatively low cost of living as well. It all adds up to people earning a better living.”
—ABC News (2010)



ISTOCK.com

“Deciding to move our North American headquarters to Minneapolis was largely based on the fact that the Twin Cities has a high concentration of medical device companies and is home to a world class medical community. Being here gives us access to a highly skilled talent pool for workforce recruitment, and in addition, Minneapolis is an exceedingly livable city with a thriving cultural life, excellent for outdoor activities as well as having a great education system.” —Lars Rasmussen, CEO Coloplast





University of Minnesota



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“Minneapolis, the largest city in Minnesota, is a vibrant, progressive city with a well educated populous, affordable housing, excellent schools, diverse neighborhoods, solid green initiatives, the nation’s best park and recreational system, and an outstanding quality of life for its residents.” —Relocate America (2010)



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LEADER IN HEALTHCARE

Minneapolis is a leader in medical research and healthcare delivery. Top-ranked physicians, researchers, health and medical institutions provide world-class healthcare and make the discoveries that lead to the innovation of tomorrow.

FAST FACT: A lifesciences corridor houses 19 health and medical institutions, 61 research and clinical labs with 2,300 physicians, 12,000 staff employees, and over 250 researchers.

GETTING AROUND IN THE CITY

Minneapolis continues to be a champion of alternative transportation. The city is a national leader when it comes to bike-friendly communities with 44 miles of on-street and 84 miles of off-street bikeways. The popular light rail service connects downtown, neighborhoods, the airport, and the Mall of America; additional transit lines will be constructed in the next five years. A new commuter line and a highly developed network of U.S. and state highways provide ready access to a region-wide workforce.

FAST FACT: Minneapolis is America’s best bike city, according to *Bicycling* magazine and 1,000 bicycles are available through Nice Ride, the largest bike-sharing program in the U.S.

A VIBRANT DOWNTOWN

Downtown is more than just a place to do business. More than 33,000 people live here and 152,000 people work here (source: Downtown Council 2010). Luxury hotels have found a home in historic office buildings, including a former bank. Downtown offers premiere dining, live entertainment venues, professional sports facilities and a great music scene.

FAST FACT: Nearly 5,000 housing units have been built or are under construction in the revived Minneapolis Riverfront District. About 1,600 people live in the city’s Mill District, in newly constructed buildings or in rehabilitations of historic mills and warehouses.

GREEN URBAN CORE

Founded along the Mississippi for its milling opportunities, Minneapolis continues to build on its natural assets. In the 21st century, the city’s green landscape includes more than just parks and water. Minneapolis has made a commitment to attracting the kind of private investment that will make it the center for clean energy technology, products, and a “green collar” workforce. The City is dedicated to helping green businesses succeed.

FAST FACT: At nearly 2.5 acres, the green roof on the Target Center, an indoor arena, is the fifth largest in the country. The city’s parks and green spaces span about 6,400 acres, about eight times larger than New York’s Central Park.



RICH IN THE ARTS AND ENTERTAINMENT

There's something here for everyone. The city's world-class museums, performing arts, galleries, and its signature architecture of old and new provide a rich cultural landscape. Minneapolis-Saint Paul is home to the third-largest number of museums in the country. Award-winning chefs and restaurants cook up a culinary experience. Seven of the metro's entertainment venues rank among the top 100 worldwide.

FAST FACT: Minneapolis has more theater seats per capita than any other U.S. city outside New York. Target Field, the "greenest" ballpark in America, has achieved LEED status.

HIGH QUALITY OF LIFE

Minneapolis is routinely recognized as one of the healthiest, fittest, greenest, cleanest, most educated, family-friendly, livable cities in the country. Those who live in Minneapolis love it. Those who visit are astonished by how wonderful it is.

FAST FACT: With 22 city lakes and more than 170 parks, no Minneapolis resident lives more than six blocks from a park.

MAKE MINNEAPOLIS YOUR HOME

With 81 neighborhoods in the city, there's a place for everyone. The city boasts a vibrant and energetic collection of places, spaces and people that ranges from eclectic and trendy to historical and upscale to diverse and artistic. See www.livemsp.org to experience living in Minneapolis-Saint Paul and help make your move.

FAST FACT: NBC's *Today Show* named Minneapolis the best U.S. city for young professionals for its affordable housing, job market, and sense of community.

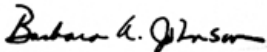
WHY MINNEAPOLIS?

Minneapolis has so much to offer for your business. The city boasts a healthy economy for industry and businesses of all kinds, both large and small, and a well-educated workforce is here to help you succeed. The City of Minneapolis offers tools and resources through our Department of Community Planning & Economic Development that can help your business grow and prosper.

We look forward to seeing you in Minneapolis!



R.T. Rybak
Mayor



Barbara A. Johnson
Council President



Lisa Goodman
Council Member
Community
Development Chair

Minneapolis City
Council Members
Elizabeth Glidden
Lisa Goodman
Cam Gordon
Betsy Hodges
Diane Hofstede
Barbara Johnson
Robert Lilligren
John Quincy
Kevin Reich
Sandy Colvin Roy
Don Samuels
Gary Schiff
Meg Tuthill

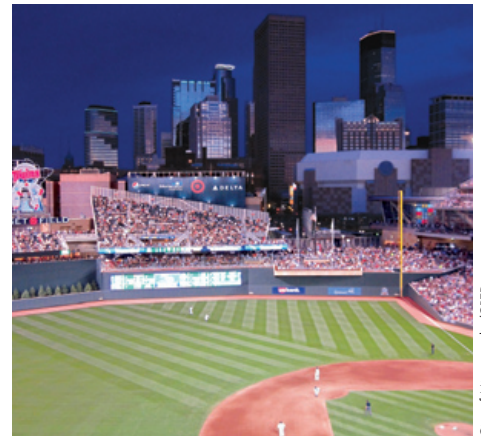
For more information about what the City of Minneapolis has to offer for your company, please contact:

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Mark Brinda, Employment & Training, (612) 673-6231

www.ci.minneapolis.mn.us/business



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"For the first time in 28 seasons, the Minnesota Twins are playing home games outdoors, in a cozy urban park certified as America's greenest baseball stadium... The park's biggest environmental boost is easy access to transit. The Hiawatha Light Rail Line touches the bases by starting at the Mall of America, continues past the Metrodome and ends at Target Field." —Washington Post (2010)



Metro Transit

"Relocating to downtown increases our market share opportunities, enables us to broaden our talent recruitment and allows our employees access to multiple modes of mass transit." —Matt Johnson, AIA, LEED AP, office leader, DLR Group



City of Minneapolis/Communications